



South Central District Health

Keeping your family & community healthy
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PRESS RELEASE – For Immediate Release

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Students Will Promote Anti-Tobacco Message on National Kick Butts Day

Local high school students are taking their anti-tobacco message to the halls and classrooms of Twin Falls High School during this year's National Kick Butts Day on Wednesday, March 28. Their goal: promote tobacco prevention among youth and adults.

The group's theme is "4/4-Idaho." They will display throughout the school signs, posters, banners, t-shirts and chalkboard messages with "4/4-Idaho" in red print. Explanation as to what "4/4-Idaho" means will be given towards the end of the day after students, faculty, and staff have been kept in suspense during the day. The first "4" of the theme stands for the number of adults who die everyday in Idaho from tobacco. The second "4" stands for the number of teenagers who become regular smokers everyday in Idaho. The spoken message to all students, faculty and staff will include these facts and the fact that the tobacco industry markets to young people to replace the people who die to keep their profit margin high. The tobacco industry spends about \$65 million dollars a year in Idaho alone to market their deadly products. They use the impressionable nature of young people to make smoking seem like it is the thing to do when in actuality 84% of high school students in Idaho do not smoke.

Various events are planned across the country as part of National Kick Butts Day, which is sponsored by the Campaign for Tobacco Free Kids, a national advocacy group based in Washington, D.C.

For more information about the events, contact Tami Pearson, South Central District Health Tobacco Prevention Program Coordinator, at 737-5945.

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